

EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|--------|--|-----------------|------------------|---------|------------------|
| S1 | 5622 | 705/14 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 12:52 |
| S2 | 101582 | advertis\$7 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 12:52 |
| S3 | 3183 | S1 and S2 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 12:53 |
| S4 | 1269 | (transmitting and receiving and storing) and (advertisement information) | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 12:56 |
| S5 | 256 | S3 and S4 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 12:57 |
| S6 | 103 | (advertisement effect) and analy\$6 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 12:58 |
| S7 | 10 | S5 and S6 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:08 |
| S8 | 0 | "advertisement response analysis" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:09 |
| S9 | 19 | "advertisement analysis" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:13 |
| S10 | 2047 | customer response | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:14 |
| S11 | 118 | S3 and S10 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:15 |
| S12 | 23729 | advertisement and effect | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:16 |
| S13 | 379 | advertisement effect | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:17 |
| S14 | 1 | S11 and S13 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:17 |
| S15 | 1 | "20040024632" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:33 |
| S16 | 1 | "20040024632" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:33 |
| S17 | 2 | "20030014304" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:35 |
| S18 | 2 | "6708156" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:52 |
| S19 | 1 | "20020073420" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:57 |
| S20 | 1 | "20070156527" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 13:58 |
| S21 | 2 | "6857022" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 14:05 |
| S22 | 1 | "20070143184" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 14:05 |

EAST Search History

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|-----|-------|---|--------------------|-----|----|------------------|
| S23 | 1 | "20040215500" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 14:06 |
| S24 | 39 | "6186893" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 14:21 |
| S25 | 247 | "6029141" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 14:21 |
| S26 | 27834 | advertisement and (response) | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:18 |
| S27 | 903 | view and (response tracking) | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:19 |
| S28 | 30 | S26 and S27 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:28 |
| S29 | 35 | (concert and internet and television and Tv and newspaper and wall and taxi and ticket) | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:32 |
| S30 | 53476 | advertisement | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:33 |
| S31 | 34 | S29 and S30 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:33 |
| S32 | 4335 | (transmit response) and server | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:34 |
| S33 | 1 | S31 and S32 | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:35 |
| S34 | 439 | (evaluat\$5 or analy\$6) and (customer response) and advertisement | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:43 |
| S35 | 50 | "5937390" | US-PGPUB; USPAT | ADJ | ON | 2007/07/26 15:43 |